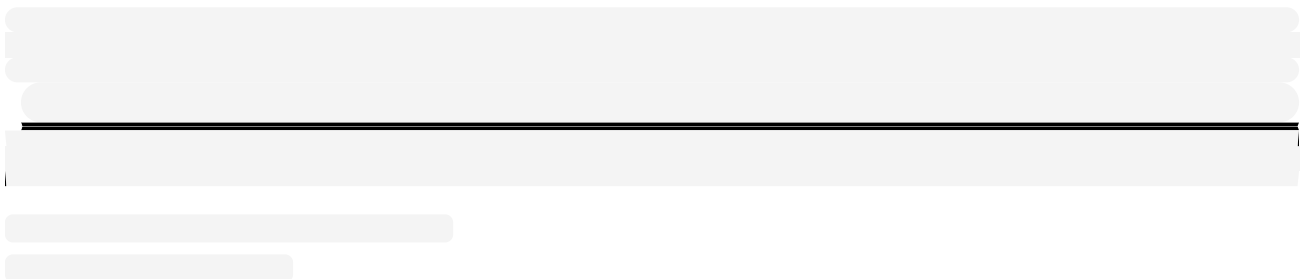


Media Questions Of The Week



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A post shared by THE HIP-HOP WOLF® (@thehiphopwolf)

Will more of Nas's rap peers take him up on the challenge to create new music focused on the art of rhyming instead of following trends?

Music executives tell Billboard that they are worried and depressed as the industry struggles to find big artist breakthroughs, noting Olivia Rodrigo and Ice Spice as the last recently successful ones.

“Nobody knows how to break music right now... Each person I talk to in the... pic.twitter.com/keFA5T3X8l

– Pop Base (@PopBase) [August 9, 2023](#)

Why are music executives perplexed about how to break the next big artist?

Carnival Cruise Line & DJ Skoot Share Hip Hop 50 Playlist



DJ Skoot and Carnival Cruise Line celebrate the 50th anniversary of hip-hop with a playlist of 50 songs from the Golden Era to the present. Skoot aka Jeff Hedgemon is one of the cruise line's most popular DJs and his memories of listening to artists like LL Cool J as a child influenced his track selection. It was the Tupac cult movie classic *Juice* that gave Skoot the inspiration to become a hip-hop DJ. He says, "Hip Hop is all about the beat, and the beat is a universal language. That's why I gravitate toward songs that are impactful and send positive vibes. It's my favorite way to engage with people." Lil Kim, The Pharcyde and Kendrick Lamar are just a few of the artists represented on the playlist that is an overview of some of the genre's most vital moments.

Chuck D Partners With MLB As Music Ambassador & Content Generator For Yearlong 50th Anniversary Of Hip-Hop Celebration



Credit: Eitan Miskevich

Chuck D is working with MLB as a music ambassador and content originator to celebrate the 50th anniversary of hip-hop. The Public Enemy co-founder and frontman will be MLB's special correspondent at the Hip Hop 50 Live At Yankee Stadium concert on Friday. He is collaborating with MLB throughout the year to

create content, stories and music. The programming includes MLB's social, MLB Network and videos centered on the relationship between hip-hop and baseball. Chuck D expressed his gratitude for the partnership in a press release. "As a longtime baseball fanatic, I am beyond honored to be the first Hip Hop artist to work with Major League Baseball in this exciting new way – connecting sound and culture to the stories of the game. Thank you to MLB for adding me to the lineup...and the pitch is on the way." MLB launches its yearlong partnership with Mass Appeal's Hip Hop 50 this Friday, August 11 with Hip Hop 50 Live At Yankee Stadium. The location is an acknowledgment of hip-hop's beginnings in the Bronx. Chuck D's coverage of the event will be for all of MLB's platforms including @MLB, @MLBLife social handles, MLB.com, [MLB.TV](#) and MLB Network. MLB will also have merchandise and giveaways through 2024. Earlier this year Chuck D was the executive producer and developer of *Fight the Power: How Hip-Hop Changed the World*. The four-part series aired on PBS.

